CALL FOR PAPERS

THE EUROPEAN INSTITUTE OF RETAILING AND SERVICES STUDIES (EIRASS)

is organising the 25th international conference on

RECENT ADVANCES IN RETAILING AND SERVICES SCIENCE

July 16-19, 2018

Melia MADEIRA MARE Hotel
Madeira Island
Portugal

The aim of the conference is to bring together scholars from various disciplines and countries interested in retailing and consumer services. Over the years the conference has attracted scholars from disciplines such as marketing, psychology, urban planning, transportation, management, geography etc from across the world. The conference gives delegates an opportunity to present their completed projects but also to present work in progress.

SUGGESTED TOPICS

Papers on any topic relevant to progress in retailing and consumer services (tourism, recreation, banking, aspects of transportation, etc.) are welcome. Topics of special interest include:

- consumer behaviour
- e-commerce
- business strategy
- distribution channels
- policy aspects
- logistics
- franchising
- segmentation
- service quality
- globalisation
- geographical information systems
- service branding
- location-based services
- social media
- merchandising, pricing, advertising
- salesforce management

SUBMISSION DEADLINE: OCTOBER 15, 2017

Those interested in presenting a paper are invited to send an abstract to:

Soora Rasouli & Harry Timmermans
E-mail: eirass@tue.nl

By submitting an abstract, authors indicate that except for reasons beyond their control, such as
illness, at least one of them will attend the conference, should the abstract be accepted. If you cannot guarantee this for some reason when you submit the abstract, please let us know as it allows us to manage this uncertainty on a personalized basis in the best possible way.

FORMAT
The conference accepts both work in progress and completed work. All abstracts will be published in a Book of Abstracts. In addition, participants are stimulated to submit full papers or a 6-8 pages extended abstract. These will be made available in the proceedings, officially published on a memory stick. We are not asking for any transfer of copyrights; authors can still submit these papers to journals for publication. Submitted papers automatically qualify for an award competition.

As editors of the *Journal of Retailing and Consumer Services* please consider submitting your paper to this journal via the EVISE website. Note that acceptance rates for the journal are lower than for the conference.

The conference will start with registration, late afternoon on Monday July 16th, 2018 followed by a welcome reception. Sessions will start on Tuesday, July 17th, 2018 and continue until noon July 19th. Approximately 20 minutes will be available for presentation of a paper.

SPECIAL SESSIONS
Participants interested in organising a special session are invited to send their proposal to the address above. Proposals should include: (a) a detailed description of the proposed session; (b) a list of the proposed speakers; (c) whether speakers have agreed to participate if the proposal is accepted; and (d) the names and addresses of the chairperson and discussants, if any. Sessions are typically organised in blocks of 4 presentations.

NOTIFICATION
We plan to notify delegates by December 1, 2017 about the acceptance of their work for presentation at the conference. Delegates are expected to arrange their registration and conference fees before February 1, 2018 to guarantee accommodation and enjoy reduced room prices.

CONFERENCE PACKAGE: 1098 Euros before February 1, 2018 1398 Euros after this date.
The package includes participation, documentation, proceedings, book of abstracts, three nights of deluxe accommodation (arrival: July 16th - departure: 19th, 2018), breakfast, tea and coffee breaks, lunches, conference dinner, all taxes and service charges. A limited number of pre and post-conference rooms is available at discounted rates, subject to availability. It is advisable to inform us if you need any pre-or post conference nights when submitting the abstract to avoid disappointment. The sooner we know, the higher the chance we can arrange a larger room block.

AWARD: Full papers compete for the Elsevier Most Innovative Paper Award.

THE AREA
Madeira is a charming island. It is known for its Madeira wine, gastronomy, historical and cultural value, its flora and fauna, landscapes (Laurel forest) which are classified as a UNESCO World Heritage Site and embroidery artisans.